



**CITY OF LOVELAND**  
DESTINATION LOVELAND

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**MEETING DATE:** December 19, 2012  
**TO:** Community Marketing Commission  
**FROM:** Cindy Mackin, Visitors Services Coordinator

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**TITLE:** December 19th Staff Report

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**SUMMARY:** This is a monthly update to the CMC

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This position was created with the vision to establish and promote Loveland as a world-class destination for art, leisure and business through the implementation of the Destination Loveland Strategic Plan. Over the last month, the following has been accomplished:

- **Pro Cycling Challenge** – Continued to work on the executive committee developing PR strategies and committee organizations in an effort to prepare for the potential announcement and award of the Pro Cycling Challenge Bid. The announcement should be forthcoming by the end of 2012/early 2013.
- **Visitor Center Open House** – On December 1<sup>st</sup>, the Loveland Visitors Center had its first Holiday Open House. The event was advertised in the Reporter Herald and appeared in local calendar listings. The event featured a variety of new Loveland merchandise from T-shirts, glass sculptures, locally made Honey and Salsa, tattoo kits and more. It also featured performances by local choir and baton groups and Free Photos with Santa. During the 4 hour event, the center had 880 visitors and sold over \$1250 in merchandise! It was a GIANT success! Many city officials and CMC members attended the Open house. This success also led to a positive article that ran in the paper on Sunday, December 9<sup>th</sup> which featured the new Loveland merchandise and Visitors Center as the NEW place to get all of your local merchandise. On Tuesday, December 11<sup>th</sup>, we had a record breaking sales day of \$1600 in sales! Which has led to a very good problem of running out of merchandise.



- **Eagles Booth Nights** – We represented the City of Loveland at our first of 5 booth nights at the Eagles Games on 12/12/12. Staff erected our new booth and handed out hundreds of goodie bags, brochures and coupons for FREE pint glasses at the Visitors Center to be redeemed the next day to further drive traffic to the Visitors Center. We also updated our Eagles Kiosk and filled it with more information. Three PA announcements per game direct attendees to find out MORE about what there is to do and stay in Loveland.



- **Wayfinding Signage** – The Wayfinding 2<sup>nd</sup> reading passed unanimously during the City Council's December 4<sup>th</sup> meeting. Public Works is moving forward with this project and new committee meetings will be scheduled.
- **Colorado Destination – Front Range Trade Show** - On December 5<sup>th</sup>, Staff attended the annual Colorado Destination Meeting in Denver and represented the City of

Loveland with a booth at the Annual Front Range Trade Show. Over 500 Meeting Planners attended. We handed out over 250 goodie bags at the event so practically everyone was walking around with a Everything You Love bag! We also collected business cards and gave away an AMAZING basket of Loveland products including an overnight stay at Candlewood Suites! Renee Von Weiland from the Loveland Hospitality Association and Clark Davis from the Embassy Suites met staff at the event and helped to pass out information and answer questions about conference space and availability in Loveland. We acquired a lot of information and examples of Meeting planners guides which will help us while we are building this information for our own guide next year. Overall, a very successful event for all parties involved.

